

### **Purpose**

The Marketing and Promotions Officer is to oversee and implement the club's marketing plan.

### **Responsible To**

The President of the club/society as well as the members of the club/society.

### **Responsibilities and Duties**

- Collaborate to develop the club's marketing plan.
- Work with the Treasurer to establish a budget for the marketing plan if needed.
- Ensure the execution of marketing strategies outlined
- Regularly report to the club committee
- Create and manage content for various social media sites, ensuring its relevance to the target audience
- Ensure all marketing and promotions adhere to OUSA and club policies and constitution.
- Serve as a subject matter expert on social media and online content management.

### **Knowledge and Skills Required**

- Effective communication.
- Enthusiastic and positive attitude.
- Strong organizational skills.
- Able to engage with local media.
- Basic social media content creation and management skills.

### **Time Commitment**

The time commitment can vary from a half-hour to a few hours per week, depending on the club's size and activity

### **Term**

The Marketing and Promotions Officer is appointed for a one year term. They are elected at the AGM usually held in September or October and remain until the next AGM. There may be no limit on how many years in a row they may hold that position, but there must always be a nomination and voting at each AGM.